Digital Fodder

Paxful Affiliate Program Review

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Although thousands of digital currencies exist, only a handful receive significant attention and trading volumes, such as Bitcoin, Ethereum, and Tether. That's where Paxful fits in perfectly.

Paxful is a leading peer-to-peer (P2P) cryptocurrency exchange and marketplace. It's changing how the world moves money by enabling crypto transactions and processing transfers 24/7 with anyone and anywhere. Its mission is social justice through financial freedom worldwide.

Don't have a bank account? No problem. Paxful has over 350 payment methods to choose from, making it easy for you to move money the way you want. Its payment options empower both sellers and buyers, creating opportunities for millions worldwide who don't have access to traditional banking services.

Company Profile

- Founded by Ray Youssef and Artur Schaback in 2015
- CEO: Ray Youssef
- Headquarters: New York, USA
- 5M+ users
- Available in 100+ countries
- 300+ employees
- The website is available in 20+ languages.

Products & Services

- Buy/sell Bitcoin, Ethereum, and Tether.
- Get a free Paxful wallet to secure and manage your money.
- Become a vendor and generate income by selling your bitcoins. Create offers, set profit margins, and build unique customer experiences to increase your profits.
- Take your business global and accept payments from an ever-growing list of methods to expand into new countries and markets.
- Create a virtual kiosk to help fund your customers' accounts with bitcoin.
- Leverage Paxful's API for widgets, payments, data, and more.
- Get insights, tutorials, stories, webinars, and more on Paxful's blog.

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Paxful Affiliate Program

Paxful has an affiliate program. It uses in-house software and is self-hosted. Let's review the benefits, drawbacks, commission rate, cookie duration, and program details. Here's a snapshot.

- Cost per action (CPA): Cost per transaction
- Commission rate: 50%
- Commission type: Recurring
- Cookie duration: Lifetime
- Payout threshold: $10 USD/BTC
- Payment options: Paxful Wallet
- Affiliate software/network: In-house

Program Benefits

Paxful's affiliate landing page is excellent. An affiliate landing page is supposed to be informative, and Paxful highlights critical details and an FAQ.

Paxful offers a high-paying affiliate program. When new users convert through your affiliate link, you'll earn 50 percent of escrow fees each time they buy cryptos. When your referrals convert other users, you'll receive an additional 10 percent from their fees. Paxful's two-tier sub-affiliate commission structure is among the best in the crypto space.

The commission payment threshold is low. Once you've earned at least 10 USD worth of Bitcoin, you can transfer your earnings to your free Paxful wallet.

Deep linking is available, and it's how an affiliate creates a link to a specific page on the merchant's site. Instead of using a standard homepage affiliate link, you can link to an article or product related to your content to increase relevance and conversion rates. You must manually create a deep link by adding your affiliate ID to the URL you want to promote/share.

Invite new users with your affiliate QR code. That’s a unique marketing tactic and something I haven’t seen before.

There's a full-time affiliate marketing manager. When a merchant has the staff to support publishers, it quickens processes and shows commitment. On the flip side, it isn't clear how to contact Paxful for affiliate support. Providing a dedicated email address would help.

The in-house affiliate marketing software is above average. In-house software can be hit or miss. Paxful gets a lot of things right with its affiliate dashboard. However, it would be beneficial to show click and conversion rate statistics from an affiliate's link.

Get more benefits as a Paxful Peer. Peers are a new wave of entrepreneurs who commit to supporting and promoting the Paxful platform in various ways. They are passionate people who dedicate themselves to expanding financial freedom through building Paxful communities globally. There are three membership levels, including Peer, Ambassador, and Associate. Benefits include swag, VIP support, badges, event invites, referral bonuses, monthly compensation, and more.

Paxful is a reputable company. Although some users complain about getting scammed, that's the nature of marketplaces, including eBay, Wish, and Amazon. Paxful provides user/seller profiles featuring feedback scores to make informed decisions and encourage fair dealings. Secondly, Paxful's fees are low,

transparent, and competitive. Therefore, I have no reservations about sending traffic to Paxful.

Program Drawbacks

There are no marketing materials or ad banners. While not a deal-breaker, Paxful could offer creative materials in different sizes and languages for its target markets.

Like most crypto exchanges, Paxful charges fees when you transfer money out (including your affiliate earnings). That automatically reduces your commissions. By contrast, most affiliate marketing apps and programs allow affiliates to receive commissions cost-free, for example, accepting payments via PayPal or a bank account. Hopefully, Paxful adds a payment option so that affiliates can get 100 percent of their commissions.

Making Money

Can you make $1,000 a month as a Paxful affiliate? You can and more. Paxful's high commission rate and two-tier earning structure make for a lucrative program. The Peer program offers even more opportunities for income and benefits for Paxful/crypto enthusiasts.

Where should Paxful rank in your marketing activities? If you cover digital currencies, forex, money, investments, or anything related, Paxful should be a medium to high priority. Although only having three cryptos limits marketing opportunities, Bitcoin, Ethereum, and Tether are in high demand. Also, bitcoin trading volumes far exceed that of all other coins and tokens.

I recommend joining Paxful's affiliate program because it's a top crypto exchange, and I've made money with it. Furthermore, it's a Digital Fodder top 40 affiliate program and one of the best cryptocurrency programs.

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